
MyPad

by OKANAGAN CRUSH PAD

SUMMER 2024

WE LOVE SUMMER

A Season of Memorable Tours & Tastings

Summer is the season our team gets to reconnect with our loyal fans, from near and afar, and the season when our customers get to discover what's new and exciting at our two Summerland wineries - Haywire and Garnet Valley Ranch. We look forward to doing our part to make sure you have a fun filled summer by offering memorable tastings, tours, and an opportunity to buy new release wines as well as small lot offerings available only at our cellar door. While visiting, take the time to sign up to our Haywire Wine Club, or get on the waiting list for our Garnet Valley Ranch Explorer Club which will be unveiled this coming fall. If you live in the Okanagan, make sure you are on our mailing list to get information on our off season event offerings such as Light Up the Vines, our Lunar New Year Celebration or our Mother's Day Brunch.





Haywire Tasting Lounge

Stay chill or bask in the sun. With our covered outdoor patio and stylish new tasting lounge, we have you covered for all weather conditions the season may bring. Inside or out, you will experience relaxing table side service and a choice of a quick Flash Tasting of three wines, or a more in-depth Flight Deck tasting of six wines, each selected to articulate our winemaking style and our vision for wines crafted from grapes grown in the central Okanagan.

We encourage you to wander our home vineyard, Switchback, which has been organic certified since 2014. The entire site is planted with a rare clone of Pinot Gris, originating from Alsace. Resulting wines are ample and fleshy and sustained by a delightful tension which provide full-bodied structure. Add the influence of concrete fermentation and ageing tanks and you have a unique wine that you won't easily find elsewhere. The vineyard trellising system is called Pendlebogen. Arching of canes create better vertical distribution of fruit on the trellis and make the plant work harder each spring to push new canes. In the tasting lounge you will find our new release, Haywire Switchback Pinot Gris 2021.

To book a reservation online head to:
haywirewinery.com/experience/tastings



Garnet Valley Ranch Winery

Last season, we opened The Outlook visitor center at Garnet Valley Ranch and had had pleasure of showcasing our breathtaking 320-acre site. This is an unspoiled paradise surrounded by untouched natural habitat. At the ranch, we have a lavender farm, eight acres of organic vegetables, and sixty acres of vineyard to discover. Tours are followed by tastings at The Outlook, featuring Garnet Valley Ranch and Free Form wines.

Our mission is to preserve the natural splendor of this site so that it may be fruitful and cherished for generations to come. Amongst the vines, a lively troop of roosters and chickens provide pest control while enjoying cozy nights in portable coops. Our beehives are buzzing with activity working on another batch of honey for us to enjoy.

The grape varieties planted at the site include Pinot Noir, Chardonnay, and Riesling. This location is ideal for sparkling wine production, as demonstrated by our inaugural 2016 Traditional Method release, which received a commendable 91-point score.



[Learn More](#)

Book your visit at:
haywirewinery.com/experience/tastings



Our Founders Christine and Steve

In 2005, Vancouverites Christine and Steve purchased the Switchback site with the idea of being armchair farmers. They quickly learned that the existing orchard had undesirable apple and apricot varieties and hatched a plan to plant grapes. The following spring the site was planted and three years later a tiny crop was harvested, marking the beginning of Haywire Switchback Pinot Gris. Given that the property was originally intended as a simple retirement project, the name “Haywire” seemed quite fitting.

In 2011, Steve put his construction skills to use, and the winery named Okanagan Crush Pad winery (OCP) opened its doors on September 28th of that year. The business model was to make wine for people entering the wine industry, hence the name “crush pad”. Over the years our own label production grew, and the team retired the crush pad model after several successful years.

Steve’s next project was to build a tasting lounge which opened in the spring of 2023. This seemed the opportune time to rename the winery Haywire, celebrating the wine that started Christine and Steve’s wine journey. While Christine and Steve have many practical skills that help drive the business forward, winemaking wasn’t one of them.

Chief winemaker Matt Dumayne, originally from New Zealand, joined our team in 2013. He’s a true master at crafting expressive wines that beautifully showcase the unique characteristics of their growing sites. Organic farming was a goal from day one, but began in earnest in 2011.

Today, all company owned estate vineyards are certified organic, as is the winery itself. Our winery labels include Haywire, Narrative, Free Form, and Garnet Valley Ranch, each playing a unique role in our offerings. While still involved with new projects, Steve and Christine are happy to step back a little from public duty leaving the winery and vineyards in capable hands led by our senior management team Craig, Andrew, Matt and Nick. The team is driven by the legacy of innovation and land stewardship that has shaped the company since inception.



OCP Stewardship Program

We take our commitment to the environment seriously. Our land stewardship efforts align with the values that drive our business, creating wines that are “shaped by nature,” and understanding our responsibility for the land we farm. OCP has invested significantly in habitat restoration, conservation, and sustainable environmental practices within our vineyards and lands. We hope that our dedication serves as an inspiration and contributes to the development of a more ecologically minded and responsible wine community. Our belief is that the land we farm is only ours for a set period and it is our duty to pass it along to the next generation in better condition and a more fruitful use than we found it.

Stewardship initiatives include:

- In 2021, we became the first Canadian winery to join International Wineries for Climate Action with a commitment to reducing carbon emissions by 30%. We achieved silver status within two years and are well on our way earning gold status.
- Converted to renewable natural gas RNG, as the first winery partner with Fortis BC.
- Promoting biodiversity through various crops on our land.
- Protecting our beehives from wildlife in custom-designed shipping containers.
- Preserving a stream and wildlife gully within Garnet Valley Ranch.
- Restoring ten acres of grazing fields along the Eneas Creek to their natural habitat.
- Removal and rehabilitation of old dump sites at three of our vineyard properties.
- Fencing vineyards separately to create wildlife corridors.
- Conducting environmental studies at GVR to protect species and sensitive areas of the property.
- Committing to organic farming across 330 acres of land.



THE COOL ZONE

Wines from Central Okanagan

Every part of the Okanagan boasts its unique attributes for grape growing, with aromatic whites to the north and bold reds to the south. Did you know that Summerland is so exceptional that it has three distinct sub-GIs: Summerland Lake Front, Summerland Bench, and Summerland Valleys? A sub-GI, or sub-geographical indicator, identifies a region within the Okanagan that showcases distinct characteristics related to shared soil, topography, climate, grape varieties, and winemaking techniques. As you explore wineries in Summerland, you'll learn more about these fascinating sub-regions. Located in the heart of the Okanagan Valley, our vineyards are perfectly suited for the style of wine that the Okanagan truly excels at: fresh, lively, delicate reds and whites, and, of course, sparkling wines. Our terroir thrives with Pinot Noir, Gamay, Chardonnay, and Pinot Gris.





STAY CONNECTED ALL YEAR

Join the Haywire Wine Club

The Haywire Club takes the hassle out of ordering wine while offering some extra love and care along the way. As a Haywire Club member, you will receive a thoughtfully chosen selection of current and limited library hand-picked Haywire wines, which represent what we can accomplish from grapes grown from Switchback vineyard and Garnet Valley Ranch estate vineyard.

Haywire Club Benefits

- Preferred member pricing of 10% off on all wine purchases.
- Complimentary wine experiences (member +5 guests).
- Exclusive access to limited production wines and winery dinners.
- Access to in-market events, experiences and Garnet Valley Ranch Airstream stays.
- Fully customizable shipments - we suggest, you select!
- Complimentary shipping on club orders and 6+ bottle orders (BC, AB and ON).



Learn More

haywire 